# **Emerging Business Workshop**



# "How To Do Business With the NFL/Super Bowl"

South Florida Super Bowl XLI Host Committee
2269 Dan Marino Blvd.
Miami, FL 33056
305-626-7341 (phone)
www.Superbowlxli.org

# **Table of Contents**

	<u>Page</u>
South Florida Super Bowl XLI Host Committee	2
Emerging Business Development Program	7
Business Resource Guide	9
Goods and Services Typically Purchased	10
Approved Certifying Agencies	11
Application	12



# **Mission Statement**

As host to Super Bowl XLI, we will ensure the readiness of the South Florida region, coordinate the numerous logistics involved with the event and fulfill all obligations to the National Football League.

By successfully doing so, the image of the South Florida region, as well as the entire State of Florida, will be enhanced by the positive impression made on the participants, spectators and viewers of this event, and we will position our area as the premier site for future Super Bowls.

As a community, we will take advantage of the opportunity to host this event by expanding the regional economy by an estimated \$350 million through tourism that will create jobs; effectively market our destination; encourage community involvement; contribute to local business development and add to the overall quality of life of our residents. We will conduct our business in an ethical, honest and fair manner and operate in an environment that is rewarding and exciting for our volunteers and professional staff.

#### **Facts**

Super Bowl XLI will be played on February 4, 2007 at Dolphins Stadium. The game will be televised on CBS and will be aired on CBS Radio/Westwood One Radio (English and Spanish).

## Media

More than 3,000 working media will attend Super Bowl XLI with 400 of those attending being international journalists.

## **Tickets**

75% of the tickets are distributed to the 32 NFL teams. The remaining 25% are controlled and distributed by the NFL primarily to NFL affiliated companies, the broadcast networks, corporate sponsors, charities and fans.

# History

Super Bowl XLI is the 9<sup>th</sup> Super Bowl to be hosted in South Florida since 1968. This ties the record for the most Super Bowls hosted by a community.

#### **Hotels**

The NFL in conjunction with the Host Committee has approximately 20,000 hotel rooms under contract. For further information on 'Fan Housing', please visit www.superbowlxli.org

# **Special Events**

Dozens of events are staged each year during Super Bowl week. The dates for several key events surrounding Super Bowl XLI are:

- Saturday, January 27<sup>th</sup> NFL Experience Opens
- Monday, January 29<sup>th</sup> Opening Ceremonies, "A Salute to South Florida's Tradition"
- Tuesday, January 30<sup>th</sup> Dade County Media Party
- Wednesday, January 31st Broward County Media Party
- Thursday, February 1st International Media Reception
- Saturday, February 3<sup>rd</sup> Taste of the NFL

Additional information regarding the many special events that will occur during Super Bowl week in South Florida will be posted on <a href="https://www.superbowlxli.org">www.superbowlxli.org</a> as soon as the details are confirmed.

## **South Florida Super Bowl XLI Host Committee Board Members:**

Rodney Barreto (Chairman), The Barreto Group

Joe Bailey, Dolphins Enterprises

Bruce Jay Colan, Holland & Knight

Dean Colson, Colson Hicks Eidson

Shaun Davis, Shaun Davis & Associates

Victor Diaz, Podhurst Orseck

Albert Dotson, Bilzin Sumberg Dunn Price & Axelrod

Linda Gill, Gill Hotels Company

Nicki Grossman, Greater Ft. Lauderdale Convention & Visitors Bureau

Robert J. Henninger, Huizenga Holdings, Inc.

Pete Hernandez, Miami-Dade County

W.E. "Mac" McLaughlin, Palm Beach County Convention & Visitors Bureau

Angel Medina, Jr., Regions Bank

Bruce Schulze, Dolphins Stadium

Phil Smith, Phil Smith Mitsubishi & KIA

Donn Szaro, Ernst & Young

William D. Talbert, III, Greater Miami Convention & Visitors Bureau

#### Meet the Staff

Michael Kelly, President

Ken Elder, Senior Director of Corporate Marketing

Nicole Epley, Director of Operations & Special Events

Soulan Johnson, Director of Volunteer Services

Kathryn Rogers, Director of Hospitality Services / VIP Relations

Gary Hartfield, Director of Community Outreach

Myra Berk, Executive Administrator

#### **Committees**

**Government Relations** – This committee will ensure that the federal, state, and local governments are informed about the preparations surrounding Super Bowl XLI and that governmental compliance with all bid parameters are met.

Co-Chairs: Marshall Criser, Joel Gustafson Staff Contact: Michael Kelly

**Public Relations** – This committee is responsible for developing a comprehensive media/public relations plan that is designed to promote Super Bowl XLI programs and events, and to foster a sense of community pride in hosting Super Bowl XLI throughout the South Florida region.

Co-Chairs: Gary Bitner, Evan Contorakes Staff Contact: TBD

**Corporate Marketing** - The committee is responsible for developing sponsorship opportunities, creating and monitoring prospect lists, and developing sponsorship packages and benefits in order to provide the resources necessary to accomplish our organizational objectives.

Co-Chairs: Mike Snyder, Jose Cancela Staff Contact: Ken Elder

**Operations** – In conjunction with the NFL's transportation and logistical consultants, this committee is responsible for the integrated planning of all aspects of traffic, transportation, parking, public safety and spectator/visitor movement, including ground and air transport. This committee will also be responsible for preparing Dolphins Stadium and the surrounding areas to host Super Bowl XLI and ancillary activities, establishing a local medical services program and securing and preparing practice sites.

Co-Chairs: Pete Hernandez, Rob Hernandez Staff Contact: Nicole Epley

**Special Events** – This committee is responsible for producing all Host Committee events and for coordinating Super Celebrations (i.e. term given to public events that are sanctioned by the Host Committee during Super Bowl week) throughout South Florida.

Co-Chairs: John Webb, Victor Diaz Staff Contact: Nicole Epley

**Hospitality Services** – This committee is responsible for welcoming visitors to South Florida in a warm and memorable manner, and providing exceptional service throughout their stay. This committee will identify a sufficient number of accommodations in the area, suitable for both VIP's and general fans. The committee will also develop programs to properly train the local service industry to embrace the opportunity of hosting a Super Bowl in our community.

Co-Chairs: Christopher Pollock, Larry Gautier Staff Contact: Kathryn Rogers

**Volunteer Services** – The Volunteer Services Committee is responsible for recruiting, training, and coordinating more than 8,000 volunteers who will assist in many areas (e.g. Meet & Greet, NFL Experience, airports, hotels, transportation, special events, command center, visitor information line). This committee will work closely with the Hospitality Committee to provide first-class service to our visitors.

Co-Chairs: Elaine Adler, Kelly Tortoriello Staff Contact: Soulan Johnson

Community Outreach - The Community Outreach Committee is responsible for conveying to all segments of our population the ways in which people can get involved with the local Super Bowl XLI movement. Of particular importance to this committee is the implementation of the NFL's emerging business program in order to promote and facilitate opportunities for local businesses. This committee will also develop a comprehensive youth outreach program that will provide all students an opportunity to participate in Super Bowl XLI and will work with the NFL to enhance the existing Youth Education Town (YET) Centers, high-tech educational facilities designed to benefit economically disadvantaged youth that were built during the two most recent Super Bowls in South Florida.

Co-Chairs: Dr. Wilhelmena Mack, Al Padron, Bryan Finnie Staff Contact: Gary Hartfield

## Ways to Get Involved

- Plan to visit the NFL Experience at Dolphins Stadium.
- Enjoy the Opening Ceremonies, "A Salute to South Florida's Tradition"
- Take part in Super Celebrations in South Florida (Miami-Dade, Broward, and West Palm Beach).
- Encourage your company to support the Host Committee through our corporate sponsorship program.
- Get your local business involved in our Emerging Business program.
- Sign up to be a volunteer!

For more information, visit our Web site at www.superbowlxli.org



# **Emerging Business Program**

#### **HISTORY:**

In 1994, the National Football League developed an initiative designed to promote Super Bowl-related business opportunities to small, minority- and women-owned businesses. The program, recently coined the Emerging Business Program, has been fully adopted by the South Florida Super Bowl XLI Host Committee. The program will be the cornerstone of Super Bowl XLI procurement efforts.

#### **PROGRAM MISSION:**

To provide increased procurement and business opportunities for qualified small, minority- and women-owned businesses.

#### **KEY DEFINITIONS:**

- Minority-Owned Business a business enterprise that is at least 51 percent owned, controlled and operated on a day to day basis by one or more minority individuals
- **Minority** includes African-American, Hispanic, Native American, Asian/Pacific American, Asian-Indian American and other groups as identified by the U.S. Small Business Administration
- Women-Owned Business A business enterprise that is at least 51 percent owned, controlled and operated on a day to day basis by one or more Caucasian women. (Note: A women-owned firm where the woman is also a minority should be classified as a minority-owned business.)
- Small Business fewer than 500 employees company wide
- Certified Business a small, minority or woman-owned business whose small, minority or woman-owned controlled operator status has been verified by an independent third party authorized to do so.

#### **PROGRAM COMPONENTS:**

#### Vendor Workshop Series

Designed to establish educational/informational workshops for small, minorityand women-owned businesses to engage in economic opportunities created by the Super Bowl. At present, the committee plans to hold several informational forums and public workshops between March 2006 and the Super Bowl. Workshops will be designed to create opportunities for interaction and networking with NFL contractors and other hiring/contracting entities.

#### **Business Resource Guide**

A Business Resource Guide will be created and distributed to local suppliers, the Host Committee, the NFL and its affiliates and corporate sponsors of Super Bowl XLI. The guide provides a listing of certified local and regional small, minority-and women-owned businesses desiring to offer goods and services typically purchased during the Super Bowl. The Guide will also be available online via the Host Committee's Web site.

# Community Outreach

■ The Host Committee's Community Outreach Committee will conduct various community outreach events to keep the public both informed and involved. This is in keeping with the Host Committee's goal of creating "A Super Bowl that happens with the community, not to the community."



# **Business Resource Guide**

The Community Outreach Committee has been tasked with creating a Business Resource Guide comprising *certified* regional small, minority- and women-owned businesses. The Resource Guide is an extensive directory of those businesses that provide products and services typically purchased during a Super Bowl. The Guide will be made available to NFL contractors, affiliates, corporate sponsors and event planners. These purchasing entities solicit these businesses and enter into contracts to provide a given product or service. The Host Committee will establish an aggressive outreach campaign to encourage these entities to procure products and services from the local small business community.

#### To be included in the Business Resource Guide:

- 1. The vendor must complete the South Florida Super Bowl XLI Emerging Business Program application form by no later than June 30, 2006.
- 2. A business must be properly certified through one of the Certification Agencies listed on page 11 of this handout and provide documentation of certification by no later than September 30, 2006.
- 3. The Business must have been established by October 31, 2005.
- A listing of goods and services typically sought for Super Bowl-related events can be found on the Host Committee's Web site at <a href="www.superbowlxli.org">www.superbowlxli.org</a> or on page 10 of this handout.
- The Business Resource Guide will be available online at the Host Committee's Web site <a href="https://www.superbowlxli.org">www.superbowlxli.org</a>.
- The application, included at the end of this handout, is also available on the Host Committee's Web site <a href="www.superbowlxli.org">www.superbowlxli.org</a>. Hard copies of the application will be made available at the Certification Agencies.



# Goods and Services Typically Purchased

The following is a list of goods and services typically purchased by NFL contracting entities and other corporate sponsors. This list by no means encompasses all potential Super Bowl-related product and service needs.

Audio/Visual	Barricades
Carpet/Flooring	Catering
Decorations	Destination Management
Employment agencies	Entertainment/Musical Groups
Event Planning/Production	Fencing
Florist/Flowers	General Contractors (Building materials,
	Carpenters, Carpet Layers, Electronic, General
	Laborers, Painters)
Generators	Gift Baskets/Items
Golf Carts	Hardware Supplies
Heavy Equipment	Lighting/Staging
Linens	Media/Public Relations
Merchandisers	Messenger/Courier Service
Novelties/Promotional Items	Office Supplies
Photography	Pipe and Drape
Port-O-Lets	Printing
Scaffolding	Security
Signs and Banners	Sound
Temporary Staffing	Tables and Chairs
Tenting	Trailers
Transportation (Buses, Limos, Vans)	Waste Removal



# **Approved Certifying Agencies**

# **MIAMI-DADE COUNTY**

# Miami-Dade County Department of Business Development

111 N.W. 1<sup>st</sup> Street, Suite 1910 Miami, Fla. 33128 www.miamidade.gov/dbd/305-375-3132

# City of Miami Purchasing Department

444 SW 2<sup>nd</sup> Ave, 6<sup>th</sup> Fl Miami, Fl 33130 <u>www.miamigov.com/procurement/mwbe.asp</u> 305-416-1913

#### **Women's Business Development Center**

11205 S. Dixie Highway, Ste. 101 Pinecrest, FL 33156 <a href="http://www.womensbusiness.info/305-971-9446">http://www.womensbusiness.info/305-971-9446</a>

#### Florida Regional Minority Business Council

9499 NE 2<sup>nd</sup> Ave, Suite 201 Miami, Fl 33138 www.frmbc.org 305-762-6151

# **Miami-Dade County School Board**

1450 NE 2<sup>nd</sup> Ave. Miami, Fl 33132 <a href="http://procurement.dadeschools.net/">http://procurement.dadeschools.net/</a> 305-995-1380

#### U.S. Small Business Administration (S. Fl. D)

100 So. Biscayne Blvd. 7<sup>th</sup> Fl Miami, Fl 33131 www.sba.gov 305-536-5533

(applies only to existing 8(a) and SDB firms – does not apply to firms seeking 8(a) or SDB certification)

# **BROWARD COUNTY**

The School Board of Broward County
Minority/Women Business Enterprise Div
7720 West Oakland Park Boulevard, Suite 323,
Sunrise, FL 33351-6704
<a href="http://www.browardschools.com/index">http://www.browardschools.com/index</a>
754-321-2290

#### **North Broward Hospital District**

Office of Supplier Diversity 303 SE 17th St., Suite 308 Ft. Lauderdale, FL 33073 www.browardhealth.org 954-831-2794

# **Broward County Small Business Development Division**

115 South Andrews Avenue - A640 Fort Lauderdale, FL 33301 http://www.broward.org/smallbusiness/welcome.htm 954-357-6400

# PALM BEACH COUNTY

## **South Florida Water Management District**

3301 Gun Club Road West Palm Beach, FL 33406 www.sfwmd.gov/site/index.php?id=31 561-682-2847

# Palm Beach County Office of Small Business Assistance

50 S. Military Trail West Palm Beach, FL 33415 www.pbcgov.com/osba 561-616-6840

# **School District of Palm Beach County**

3300 Forest Hill Blvd West Palm Beach, FL 33406 www.palmbeach.k12.fl.us/Bids/purch 561-434-8508

#### City of West Palm Beach Small Bus. Div.

200 2nd Street, 2nd Floor West Palm Beach, Florida 33401 www.cityofwpb.com/sbiz 561 - 822-1275

# **STATE OF FLORIDA**

State of Florida – Office of Supplier Diversity

4050 Esplanade Way, Suite 380 Tallahassee, FL 32399 www.osd.dms.state.fl.us 850-487-0915



# SOUTH FLORIDA SUPER BOWL XLI EMERGING BUSINESS PROGRAM APPLICATION

It is the policy of the National Football League that minority and woman-owned businesses have the maximum opportunity to participate in the Super Bowl procurement process. The South Florida Super Bowl XLI Emerging Business Program is designed to ensure local minority and woman-owned businesses are provided access to these procurement opportunities. While participation in the program does not guarantee receipt of Super Bowl XLI-related contracts, it is the intention of the Host Committee that interested minority and woman-owned businesses receive an education in the large event procurement process, an introduction to potential partners and exposure to other procurement opportunities.

#### **Key definitions relevant to the Emerging Business Program:**

Minority - African American, Hispanic American, Native American, Asian-American

**Minority Business Enterprise (MBE\*)** - A business that is at least 51% owned, controlled and operated on a day-to-day basis by one or more minority individuals.

**Woman Business Enterprise (WBE\*)** - A business that is at least 51% owned, controlled and operated on a day-to-day basis by one or more Caucasian women. (Note: A woman owned firm where the woman is also a minority is classified as a Minority-Owned Business).

**Certified Business** – A minority or woman-owned firm whose minority or woman-owned/controlled operator status has been verified by an independent third party authorized to do so.

**Authorized Certifying Agencies** - Miami-Dade County Department of Business Development; Florida Regional Minority Business Council; City of Miami Purchasing Department; Miami-Dade County School Board; Women's Business Development Center; Broward Interlocal Certification Consortium/School Board of Broward County, North Broward Hospital District, Broward County Small Business Development Division; South Florida Water Management District; School District of Palm Beach County; Palm Beach County Office of Small Business Assistance; City of West Palm Beach Small Business Division; and State of Florida-Office of Supplier Diversity.

	es certified through one		ertifying agencies
will be included in the Emerging Business Resource Guide.			
Date of Application			
1. General Informa	ation		
Name of Business			
Contact Person		Title	
Business Street Address (no	P.O. Boxes accepted)		
City	State		Zip Code
County	Area Code	Telephone	Fax
E-mail Address		Website Address	

# Major Products and/or Services Offered:

Please select one product and/or service that you are certified to provide. This indication will determine the category your company will be listed under in our published and online business directory.

Audio/Visual	Barricades
Carpet/Flooring	Catering
Decorations	Destination Management
Employment agencies	Entertainment/Musical Groups
Event Planning/Production	Fencing
Florist/Flowers	General Contractors (Building materials, Carpenters,
	Carpet Layers, Electronic, General Laborers, Painters)
Generators	Gift Baskets/Items
Golf Carts	Hardware Supplies
Heavy Equipment	Lighting/Staging
Linens	Media/Public Relations
Merchandisers	Messenger/Courier Service
Novelties/Promotional Items	Office Supplies
Photography	Pipe and Drape
Port-O-Lets	Printing
Scaffolding	Security
Signs and Banners	Sound
Temporary Staffing	Tables and Chairs
Tenting	Trailers
Transportation (Buses, Limos, Vans)	Waste Removal

# 2. Type of Ownership

Legal Structure (Please check one)

( ) Sole Proprietorship ( ) Partnership/Joint Venture	( ) Corporation	( ) Limited Liability Co
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Is your business minority- or woman-ov	wned?*	YesNo		
Gender/Ethnic Group *Please specify all that apply:	Male Female	African-American Hispanic-American Native-American Asian-American Caucasian Female		
Is your business certified?	Yes	No		
Status?	MBE*	WBE* Pending		
(If no, please contact one of the agencies listed at the end of this application for information on business certification. Only businesses certified with one of the approved certifying agencies will be included in the resource guide. If yes, identify the status for which certification is applicable and include a copy of your certificate with your application).  Certifying Agency: (Please see listing the last page)				
your certificate with your application).				
your certificate with your application).				
your certificate with your application).  Certifying Agency:  4. Current Number of Employees: Full-time  5. Is your company insured? If yes, please provide the following: Agent: Address: Type of Insurance	Part-time Phone Conta	Please see listing the last page)  Contract Personnel  _ Yes No  e Number cct Person: grage Limit:		
your certificate with your application).  Certifying Agency:  4. Current Number of Employees: Full-time  5. Is your company insured? If yes, please provide the following: Agent: Address:	Part-time Phone Conta Cover	Please see listing the last page)  Contract Personnel  _ Yes No  e Number ct Person: rage Limit: No  Limit No		

	najor projects and/or clients to months. (Please use additional she		•
Project	Amount Grossed	Date	Client/Phone Number
application as related to my sta understood that if	AFFIDAVIT: e of Owner), hereby certify that the atus as a minority or woman-owne (Name of Company) or to their status as a minority or wo	d business is its ownership	true and accurate. It is is found to have
Applicant Signature	Title		Date

For more information about the Super Bowl XLI Emerging Business Program Please contact 305-626-7341 (phone); 305-614-7567 (fax)

Please mail your application to:

South Florida Super Bowl XLI Host Committee Emerging Business Program Dolphins Stadium 2269 Dan Marino Blvd. Miami Gardens, FL 33056

(Be sure to include your certification document if you already are a MBE or WBE)

Please allow 2 weeks from the postage date to receive a confirmation e-mail

# The South Florida Super Bowl XLI Host Committee

# **Emerging Business Program Certification Entities**

To participate in the program, diversity businesses must complete an Emerging Business Program Application and be certified by one of the following certification entities:

## **MIAMI-DADE COUNTY**

# Miami-Dade County Department of Business Development

111 N.W. 1<sup>st</sup> Street, Suite 1910 Miami, Fla. 33128 www.miamidade.gov/dbd/ 305-375-3132

## City of Miami Purchasing Department

444 SW 2<sup>nd</sup> Ave, 6<sup>th</sup> Fl Miami, Fl 33130 www.miamigov.com/procurement/mwbe.asp 305-416-1913

#### **Women's Business Development Center**

11205 S. Dixie Highway, Ste. 101 Pinecrest, FL 33156http://www.womensbusiness.info/ 305-971-9446

#### Florida Regional Minority Business Council

9499 NE 2<sup>nd</sup> Ave, Suite 201 Miami, Fl 33138 <u>www.frmbc.org</u> 305-762-6151

#### Miami-Dade County School Board

1450 NE 2<sup>nd</sup> Ave. Miami, Fl 33132 <a href="http://procurement.dadeschools.net/">http://procurement.dadeschools.net/</a> 305-995-1380

#### U.S. Small Business Administration (S. Fl. D)

100 So. Biscayne Blvd. 7<sup>th</sup> Fl Miami, Fl 33131 www.sba.gov 305-536-5533

(applies only to existing 8(a) and SDB firms – does not apply to firms seeking 8(a) or SDB certification)

# **BROWARD COUNTY**

# The School Board of Broward County Minority/Women Business Enterprise Div 7720 West Oakland Park Boulevard, Suite 323, Sunrise, FL 33351-6704

http://www.browardschools.com/index 754-321-2290

#### **North Broward Hospital District**

Office of Supplier Diversity 303 SE 17th St., Suite 308 Ft. Lauderdale, FL 33073 www.browardhealth.org 954-831-2794

# **Broward County Small Business Development Division**

115 South Andrews Avenue - A640 Fort Lauderdale, FL 33301 http://www.broward.org/smallbusiness/welcome.htm 954-357-6400

# **PALM BEACH COUNTY**

**South Florida Water Management District** 

3301 Gun Club Road West Palm Beach, FL 33406 www.sfwmd.gov/site/index.php?id=31 561-682-2847

Palm Beach County Office of Small

Business Assistance 50 S. Military Trail West Palm Beach, FL 33415 www.pbcgov.com/osba 561-616-6840 **School District of Palm Beach County** 

3300 Forest Hill Blvd West Palm Beach, FL 33406 www.palmbeach.k12.fl.us/Bids/purch 561-434-8508

City of West Palm Beach Small Bus. Div.

200 2nd Street, 2nd Floor West Palm Beach, Florida 33401 www.cityofwpb.com/sbiz 561 - 822-1275

# **STATE OF FLORIDA**

State of Florida – Office of Supplier Diversity
4050 Esplanade Way, Suite 380
Tallahassee, FL 32399
www.osd.dms.state.fl.us
850-487-0915